

4M401

Roll No. _____

Total No of Pages: **3**

4M401
MBA IV-Sem (Main & Back) May-June 2019
Common for all Groups
M-401 (Compulsory) Business Ethics & Corporate
Governance (BE & CG)

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL _____2. NIL _____**SECTION - A**

- Q.1 (a) Explain the importance of Ethics & Moral standards in perspective of enhancing the culture and prospects of Indian Private and Public sectors. [7]
- (b) Explain the principles and classification of ethics with suitable examples. [7]
- Q.2 (a) Explain Gandhian Trusteeship approach of Management, how this approach is suitable in current business management perspective to small scale industries trade development. [8]
- (b) Explain with suitable example the Ethical issues in marketing and advertisement practices perspective to life insurance company's v/s customers. [6]

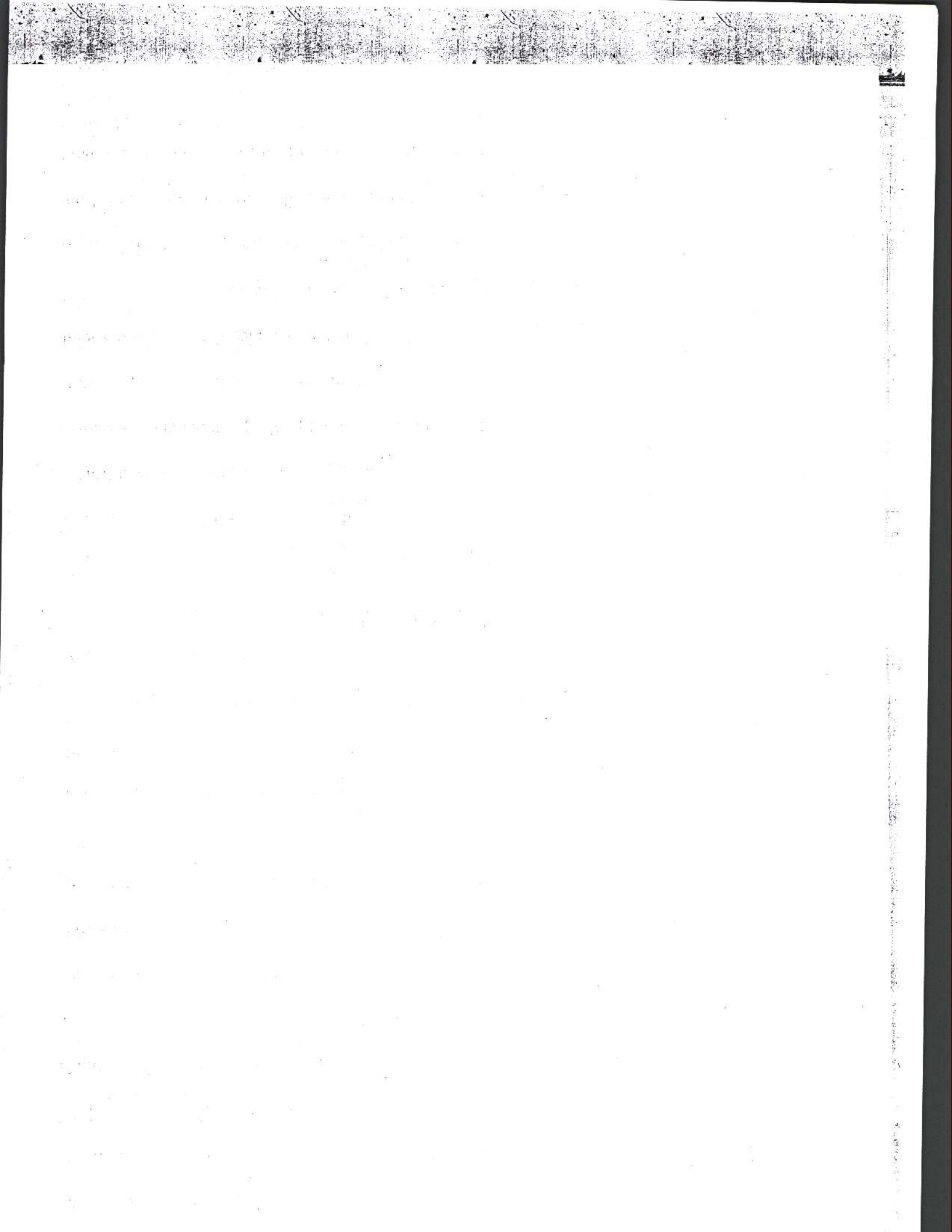
- Q.3 (a) Explain the role of Values and Ethics to increase performance of employee at work place especially in manufacturing sector. [6]
- (b) Explain the terms secular values and rationality in Indian environment. [4]
- (c) Name the Ethical issues perspective to equity portfolio investment system. [4]
- Q.4 (a) Explain the nature, scope and importance of cooperate social responsibility in the perspective of chemicals manufacturing company. [7]
- (b) How cooperate governance practices provide better quality citizenship in higher education? [7]
- Q.5 (a) Explain the stage wise evolution of Indian Management thought and how it differ from Western Management thoughts? [7]
- (b) How Indian managers in Industry practice can utilize the Bhagavad Gita concept for better and effective management? [7]
- Q.6 Write short notes (any two) - [7+7=14]
- (a) Rational Brain Vs Holistic Spiritual Brain
- (b) The Doctrine of Karma
- (c) Ethical Elements of group decision making

SECTION - B**Case Study**

Q.7 You are being appointed as Incharge of traffic and environment control officer in a mega city as nominee of government. The city is facing very high frequency of road traffic mismanagement and leading to Ethical quarrel between public personal and passenger transport management and authority. More over due to non-adherence of pollution control measure by personal vehicles and road transport under the corporate social governance the condition of environment of city becoming worse.

As an Incharge what remedial step by step policy and procedure you would initiate so that the people of city would follow the road transports ethics & rules and also follow the norms of corporate social responsibility as a good citizen for making environment pollutant free.

- (a) Write policy and step by step procedures in junction of transport mechanism rules and Ethics in traffic system. [7]
- (b) Explain, how you will bring the change in society as a good citizen for making city pollutant free, write in accordance of norms and rules followed as social responsibility of citizen. [7]



4M402

Roll No. _____

Total No of Pages: 2

4M402

M.B.A. IV - Sem. (Main & Back) Exam., May - 2019
M-402 (Compulsory) Project Management

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
(ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.
(iii) All questions carry equal marks.

1. NIL2. NIL**SECTION - A**

- Q.1 (a) Define project management. Explain its types & concepts.
(b) Explain project life cycle in detail. [7+7=14]
- Q.2 What are the technical aspects of a typical project as distinct from commercial, financial, economic and managerial feasibility? Discuss three important issues that managers must consider while conducting technical analysis. [14]
- Q.3 Write short notes – (any two) [7+7=14]
- (a) Work break down structure
(b) BOQ & SOQ preparation
(c) Network analysis

Q.4 (a) What is matrix organisation? Discuss the advantages of this organisation design for project management.

[7+7=14]

(b) Discuss the types of project procurement.

Q.5 Define Project. Explain in detail its tools & techniques to improve the quality of the project.

[14]

Q.6 Describe in detail –

(a) Project risk management

(b) Contingency planning

[7+7=14]

SECTION - B

Case Study

Q.7

Activity	Predecessor	Most optimistic	Most likely	Most pessimistic
A	-	2	4	6
B	A	8	12	16
C	A	14	16	30
D	B	4	10	16
E	C,B	6	12	18
F	E	6	8	22
G	D	18	18	30

- (a) Draw the network diagram of the project
- (b) Determine the expected project completion time
- (c) Identify the critical path
- (d) Calculate the variance for the project

4M403

Roll No. _____

Total No of Pages: **3****4M403**

MBA IV-Sem (Main & Back) May-June 2019
Common for all Groups
M-403 (Compulsory) Business Laws

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

Q.1 (a) Define contract. "All contracts are agreement but all agreements are not contracts."

Justify the statement.

[2+5=7]

(b) What do you mean by discharge of contract? Write any five modes of discharge of contract in detail.

[2+5=7]

Q.2 Define Partnership. Explain the various types of partners. Write the situations under which a minor can be a partner.

[2+8+4=14]

- Q.3 (a) "Company is a artificial person in the eyes of laws". Explain. [7]
- (b) Define Prospectus. Explain the abridged and Red – Herring prospectus in detail. [7]
- Q.4 (a) What is a contract of sale? State its essential characteristics. [7]
- (b) What is meant by 'unpaid seller'? Explain the rights of an unpaid seller. [7]
- Q.5 Define the following terms as per Consumer Protection Act –
- (a) Appropriate Laboratory [3]
- (b) Complaint [4]
- (c) Consumer [4]
- (d) Goods [3]
- Q.6 Write notes on –
- (a) Digital signature [4]
- (b) Bills of Exchange [3]
- (c) Waste Management [4]
- (d) Electronic governance [3]

SECTION - B**Case Study**

- Q.7 (a) Mayank, a minor, sold a shop to Ramesh, an Adult. Mayank got the consideration but the sale deed couldn't be registered as he was a minor. Ramesh filed a suit for specific performance of the agreement. Is agreement can be specially performed and the amount of consideration could be recovered? Answer with reason. [7]
- (b) Prince and Kapil being traders enter into a contract. Prince has private information of a change in prices which would affect kapil's willingness to proceed with the contract. Is prince bound to inform? and why. [3]
- (c) Anil contracts to sell a piece of silk. Bhanu thinks it is Japanese silk. Anil knows that Bhanu thinks so but Anil knows that it is English silk. Anil does not correct Bhanu's impression. Subsequently Bhanu discovers that it is not Japanese silk. Can he reject the contract? Give reason. [4]
-

4M1011

Roll No. _____

Total No of Pages: 3

4M1011

MBA IV-Sem (Main & Back) May-June 2019
Finance
M-410 Financial Derivatives (Major-I)

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
(ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.
(iii) All questions carry equal marks.

1. NIL _____

2. NIL _____

SECTION - A

Q.1 Explain the Derivative Market in India. Describe the emerging trends in the derivative market & explain the regulation of derivatives trading in India. [5+5+4=14]

Q.2 (a) Explain the valuation of forward contract. Discuss the advantage and disadvantages of forward contract. [7]

(b) The current price of Reliance's share is 1000. An investor Vikram is ready to buy one share of Reliance for future delivery after six months. Vikram goes long with

the contract. After one month another investor Suresh is prepared to buy Reliance's share at 1200 for delivery after five months. If the risk free interest rate is 8.25% per annum, what is the value of the forward contract that investor Vikram is holding? [7]

Q.3 Write notes on –

(a) Types of Swap [5]

(b) Mechanism of Swap Transaction [5]

(c) Termination of Swap [4]

Q.4 (a) Discuss the Black – Scholes option pricing model with suitable example. [7]

(b) Write a note on – [7]

(i) Option Greeks

(ii) Volatility

Q.5 Explain the different type of Risk involved in financial derivatives and suggest measures to minimize them. [7+7=14]

Q.6 What are the specifications of Option and explain the different type of options. Discuss in detail about Option Pricing Models. [4+5+5=14]

SECTION - B**Case Study**

Q.7 Sameer, a cashew merchant, wants to buy five cashew contracts on December 10 at ₹ 10,800 each. The initial margin for Sameer is 6.5% of the contract values. The future price is for each carton, and the contract size is 50 cartons. Sameer closes out his position on 19th December. The future prices from December 10 to December 19 are given below. Prepare a margin account for Sameer. December 10 is Monday, and trading takes place only on weekdays.

[14]

Date	Future Price (₹)
Dec 10	10,800
Dec 11	10,850
Dec 12	10,875
Dec 13	10,810
Dec 14	10,770
Dec 15	10,720
Dec 16	10,600
Dec 17	10,680
Dec 18	10,770
Dec 19	10,850

4M1014	Roll No. _____	Total No of Pages: 2
	4M1014 M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019 Marketing M-420 Consumer Behavior & Market Research (Major - I)	

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.
- (iii) All questions carry equal marks.

1. NIL _____

2. NIL _____

SECTION - A

Q.1 What do you mean by consumerism? Explain scope of consumer behavior. Write in brief about : [3+3+4+4=14]

- (a) Nicosia model
- (b) Howard – Sheth model

Q.2 Define motivation research. What are the techniques of motivation research? [4+10=14]

Q.3 Discuss concepts of decision making of consumer. Differentiate between diffusion process and adoption process. [2+6+6=14]

Q.4 Explain marketing research design process. Why marketing research is essential for researcher? Write in brief about types of market research. [4+4+6=14]

Q.5 What is the need of Advanced Data Analysis? Discuss multiple regression and conjoint analysis. [14]

Q.6 What is known as sales analysis research? How to do the sales forecasting? [7+7=14]

SECTION - B

Case Study

Q.7 A two wheeler manufacturer wants to measure the satisfaction level of their customers. Design a questionnaire to conduct a survey. Which kind of principles are to be followed while writing a report? [14]

4M1022

Roll No. _____

Total No of Pages: 4

4M1022

MBA IV-Sem (Main & Back) May-June 2019

HRM

M-430 Employment Laws (Major-I)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections **A & B**. Section **A** contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section **B** contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal marks**.

1. NIL _____2. NIL _____**SECTION - A**

Q.1 Discuss briefly the various labour standards adopted by International Labour Organisation for the protection of industrial workers. How far has India rectified such standards in its labour legislation either directly or indirectly? [14]

Q.2 (a) Discuss the essential elements of a 'factory' under the Factories Act, 1948. [7]

(b) When may the registration of a trade union be cancelled under the Trade Unions Act, 1926? [7]

OR

Q.3 An employer is running an industry where readymade garments are manufactured and 200 workmen are employed. He desires to retrench 30 of its workmen. What steps should be taken the employer to lawfully retrench them, who had put in more than one year of continuous service in the industry? [14]

Q.4 Explain the concept of 'minimum wage' and describe the procedure for fixation and revision of minimum wage under the Minimum Wages Act, 1948. [14]

OR

Q.5 (a) Who is responsible for payment of wages under the Payment of Wages Act, 1936?

(b) When is gratuity payable under the Payment of Gratuity Act, 1972?

(c) When may gratuity be forfeited? Can the whole of forfeited?

Q.6 Write short notes of the following: [14]

(a) Model Standing Orders

(b) Unfair labour practices and penalties

(c) Lay off vs Retrenchment

SECTION - B**Case Study**

Q.7 Indian General Navigation and Railway Co. Ltd. carries on a business of inland water transport and maintain a huge number of wharves, jetties, godowns, etc., at different river stations in India . One such set is at Dhubri in Assam, where many workmen are employed. These men load and unload the Company's vessels and help to transship goods from railway wagons to vessels and vice versa. The company was a public utility concern and the persons employed therein were "workmen" under the Industrial Disputes Act, 1947. There were two unions of workmen in the establishment.

On 31.10.1986 both the unions gave a notice demanding 20 percent bonus and two months average total wages as ex gratia for the accounting year 1984-85. The Company rejected the demand. Thereupon workmen resorted to various acts of indiscipline, go-slow and persistent refusal to work overtime. As a result of which the Company dismissed eight employees, after framing charges against them and after giving each an opportunity to be heard.

On 15.11.1986 both unions served strike notices on the company. The Conciliation Officer interfered but no settlement was arrived at between the company and the Unions. He accordingly sent a failure report to the appropriate government. In the meantime during the tendency of conciliation before the Conciliation Officer a large number of workmen went on strike on 26.11.1986. They forcibly entered the Company's jetties and other working places, and obstructed the work of loyal workmen. On 27.11.1986,

the District Magistrate issued an order under the Code of Criminal Procedure to maintain law and order. The Company declared a lockout in the same day. On 10.12.1986 the Unions called off the strike. The Company lifted the lockout on 15.12.1986. The Company dismissed those workmen whom it claimed to have obstructed the loyal workmen during the strike. On 21.12.1986, 37 workmen were convicted for violation of the order of the District Magistrate. On 22.12.1986 the Company dismissed them. [14]

Questions:

- (a) Can the company legally dismiss for adopting go – slow tactics? Of so, briefly state the procedure.
- (b) Is the strike declared by the workmen on 26.11.1986 legal?
- (c) Are the workmen entitled to wages for the period of strike and lock – our.
- (d) Is the order of dismissal make by the Company on 22.12.1986, a day after the conviction by the District Magistrate, legal.

What is the remedy open to workmen aggrieved by the order of dismissal by the Company under the Industrial Disputes Act, 1947?

4M1035

Roll No. _____

Total No of Pages: 2

4M1035

MBA IV-Sem (Main & Back) May-June 2019

IT Mgmt.

M-451 E-Business (Major-I)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections **A** & **B**. Section **A** contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section **B** contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal marks**.

1. NIL _____2. NIL _____**SECTION - A**

Q.1 Define E – Business. Is the traditional Indian organizations need to opt for E – business practices? Justify. [4+10=14]

Q.2 What is internet based EDI? Discuss EDI's application in business. [4+10=14]

Q.3 “M – Business- The future of E – Business”. Explain the statement with suitability of running business on current policies. [14]

Q.4 What do you mean by internet based ‘Consumer’ business? Explain its basic elements. [7+7=14]

Q.5 What are the necessities to cater for the future of E – business society? [14]

Q.6 “Electronic markets – New institutions for capitalism.” Explain the statement with the help of various determinates responsible for success of electronic markets globally. [14]

SECTION - B

Case Study

Q.7 “Some organizations or businesses move from a brick organizations, where they are based in a store and move to become an online, more globally available company and therefore have no need for the staff they have employed in their stores.”

Critically examine the above situation and put up your views on the impact of E – Business on our society. [14]

4M1012

Roll No. _____

Total No of Pages: 2

4M1012
MBA IV-Sem (Main & Back) May-June 2019
Finance
M-411 Banking & Insurance (Major-I)

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

Q.1 What are the components of Indian banking system? Explain the different sources of Bank Funds. [7+7=14]

Q.2 What is monetary policy and how does it work? Explain the quantitative credit control weapons used by RBI to control credit. [4+4+6=14]

Q.3 (a) "Retail banking role is very significant in the present era". Discuss. Explain emerging issues of retail banking. [4+6=10]

(b) Explain the challenges of E-Banking. [4]

Q.4 Describe various types of Insurance products. Bring out the role of IRDA in regulating and developing Insurance Industry. [6+8=14]

Q.5 (a) What is exchange rates? Explain its determinants. [4+4=8]

(b) As an export promotion organization the Export Credit Guarantee Corporation (ECGC) has evolved various kinds of policies and guarantees” – discuss briefly. [6]

Q.6 It is said that Insurance survives on the failures and losses of others that is why it is Risky? Do you agree? Give your arguments. Explain the challenges and opportunities of Insurance sector in India. [7+7=14]

SECTION - B

Case Study

Q.7 (a) What are the objectives towards Privatization of Indian Insurance Industry? How has it contributed towards development of Insurance Industry in India? [8]

(b) What is letter of credit and how does it work? [6]

4M1023

Roll No. _____

Total No of Pages: **3****4M1023****M.B.A. IV - Sem. (Main / Back) Exam., May- June 2019****HRM****M-431 Performance Management & Retention Strategies
(Major - I)****Time: 3 Hours****Maximum Marks: 70
Min. Passing Marks: 28****Instructions to Candidates:**

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

Q.1 What are the essential features of Performance Management Systems? Bring out the benefits and imperatives of performance management. [7+7=14]

Q.2 Write short notes on :

(a) Performance Appraisal System [7]

(b) Competency Mapping [7]

Q.3 Discuss the modern methods of performance appraisal. Suggest a method you like the most and why? [7+7=14]

Q.4 Discuss the significance of rewards in performance management. Explain some reward practices adopted in world class organizations. [7+7=14]

- Q.5 What is performance planning? Explain the process of performance planning. Describe the objectives and importance of performance planning. [2+6+6=14]
- Q.6 What is Potential Appraisal? Enlist the effective and strategic role of HR professional in defining its objectives. [4+10=14]

SECTION - B

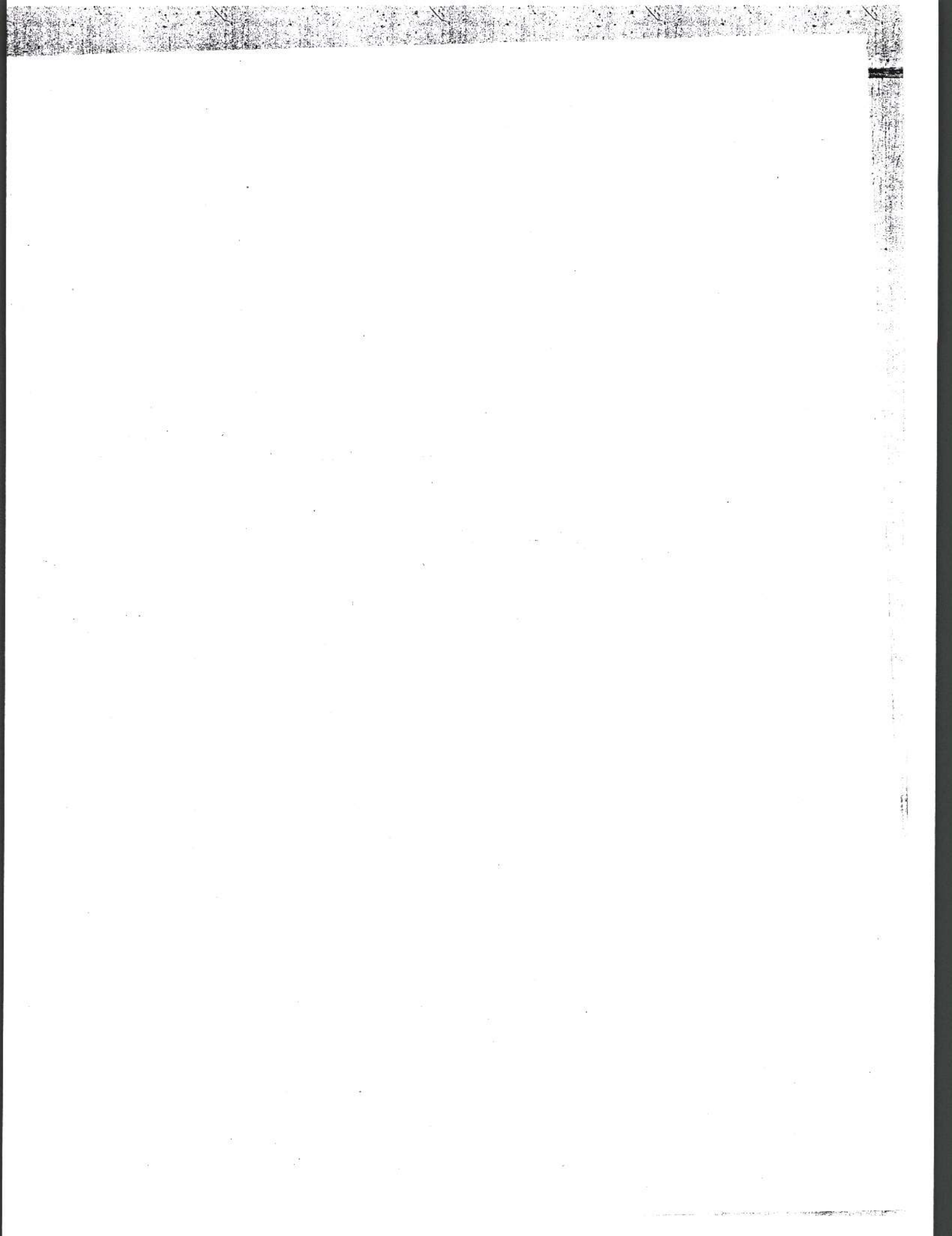
Case Study

- Q.7 National Merchant Bank is a private sector bank with headquarters in Mumbai. The bank has operations across the country with significant presence in the states of Maharashtra, Gujarat and Madhya Pradesh. Majority of customers constitute small and medium size business people. Financials of the bank is moderate. Bank in his board meeting has decided to improve quality of the services in view of growing business and mushrooming of private sector banks. One of the areas identified for improving the service is toning up performance management system in order to build distinct competencies. Bank has recruited Sheila Parker, a human resource professional as General Manager-performance Management. Parker on preliminary study of recruitment and selection procedure, performance appraisal and training systems of the bank found that none of these are competency appraisal and training systems of the Bank found that none of these are competency based. For example, most of the questions used to test the aptitude of candidates for selection as officers are generic in nature like asking what is the capital city of Brazil, Hari Prasad Chaurasia who plays flute is from which gharana, the name of sport Pullela Gopichand is associated with, etc.? Basic observation

she has made is that none of these questions can measure banking aptitude of candidates.

In your view, what must Parker do now?

1. How can competency-based performance management strategy help to build competencies to improve service quality? [7]
 2. What competency interventions and drivers are required to be initiated for this purpose? [7]
-



4M1015	Roll No. _____	Total No of Pages: 2
<p>4M1015</p> <p>MBA IV-Sem (Main & Back) May-June 2019</p> <p>Marketing</p> <p>M-421 Marketing of Services (Major-I)</p>		

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 Define Service. Classify different services with suitable examples. [3+11=14]
- Q.2 Discuss the positioning and targeting strategies for newly launched mobile network. [14]
- Q.3 (a) Discuss the role of Marketing Communication in service sector. [7]
- (b) Develop Marketing Communication mix for service of your choice. [7]
- Q.4 Write notes on – (Any two)
- (a) SERVQUAL [7]
- (b) Service Pricing [7]
- (c) Relationship Marketing [7]

Q.5 Discuss and specify the role of marketing manager in understanding customer needs and expectations in Hospitality Industry. [14]

Q.6 State the role of designing and managing service processes in online delivery system. [14]

SECTION - B

Case Study

Q.7 You have established a new distribution channel in which food from different restaurants is picked up (as per ordered by consumers via an app) and delivered. Due to some reasons this service has failed and the business has to be revived.

- (a) Discuss and propose service recovery strategies. [7]
- (b) Also specify probable reasons for which this service seen the face of failure. [7]

4M1036	Roll No. _____	Total No of Pages: 2
<p>4M1036</p> <p>MBA IV-Sem (Main & Back) May-June 2019</p> <p>IT Mgmt.</p> <p>M-452 Security and Cyber Law (Major-I)</p>		

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

Q.1 Explain the following term- [7×2=14]

- (a) Computer
- (b) Virus
- (c) Internet
- (d) Hacking
- (e) Software Piracy
- (f) Firewall
- (g) E-mail

- Q.2 Outline the problems & challenges forensic examiners face when preparing & processing investigations, including the ideas & questions they must consider. [14]
- Q.3 Explain the process of investigating e-mail crimes & violation. [14]
- Q.4 (a) How to preserve the Digital Evidence? Explain it. [7]
- (b) Write about image verification process in Data Recovery. [7]
- Q.5 (a) Define cybercrime. What are the differences between computer crime & computer related crime? [7]
- (b) What is the need of Cyber Forensic tools? List & explain any four tools for cyber forensics. [7]
- Q.6 Protecting the created intellectuality is a challenge now a days, because of the cloning of one's idea is easier than the new creation." How this statement is realistic in practicing business. [14]

SECTION - B

Case Study

- Q.7 Answer the following, presuming that you are appointed as Cyber Forensic Investigator by XYZ organization-
- (a) Explain the steps of Cyber Forensic Investigation. [7]
- (b) What care should be taken in collection & preservation of data stored on hard drive? [7]

4M1037	Roll No. _____	Total No of Pages: 2
	4M1037 M.B.A. IV - Sem. (Main & Back) Exam., May-June 2019 IT Management M-453 Major - I Enterprise Resource Planning	

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL _____

2. NIL _____

SECTION - A

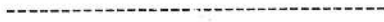
- Q.1 What are the main characteristics of an ERP system? What are some newly developed features of ERP systems? Discuss. [14]
- Q.2 Which are the major small, medium and large enterprise ERP vendors in India? Write down the procedure for selection of ERP system vendors. [14]
- Q.3 Write detailed notes on the following –
- (a) Business Process Re-engineering (BPR) [7]
 - (b) Financial Accounting Module of ERP system [7]
- Q.4 How do improper planning, budgeting and choice of the wrong tool affect the implementation of an ERP system? Explain. [14]

- Q.5 Discuss the role and importance of CRM in today's business environment. [14]
- Q.6 Write notes on –
 - (a) Cloud Computing [7]
 - (b) Business Analytics [7]

SECTION - B

Case Study

- Q.7 An organization has struggled for over five years in an attempt to implement and use an ERP system. It has finally decided to scrap this system, at great cost, and convert to a new ERP system from a different vendor. Identify and discuss actions management should take to ensure the success of the new system. [14]



4M1025

Roll No. _____

Total No of Pages: 2**4M1025****M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019****HRM****M-433 International Human Resource Management
(Major – I)****Time: 3 Hours****Maximum Marks: 70
Min. Passing Marks: 28****Instructions to Candidates:**

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

- Q.1 Define IHRM. Discuss the various models of IHRM in detail. [14]
- Q.2 (a) Write the organizational process in IHRM. [7]
(b) List the challenges of IHRM with suitable examples. [7]
- Q.3 (a) What are the various selection criteria and techniques? [7]
(b) Explain the Role of International manager in the area of HRM. [7]
- Q.4 What do you mean by expatriate training? How it is different from repatriate training?
Write the components of effective training programs. [14]
- Q.5 Explain the 'concept of' performance management. Write the Cycle and Models of performance management. [14]
- Q.6 Write note on-
- (a) Key issues of international labour relations. [4]
(b) Key components of international compensation. [6]
(c) HRM practices in UK v/s HRM practices in USA. [4]

SECTION - B

Case Study

Q.7 Watson public ltd. Company is well known for it's welfare activities and employee oriented schemes in manufacturing industry from more than ten decade. The company employs more than 800 workers and 150 administrative staff and 80 management level employees. The Top level management views all the employees at same level. This can be clearly understood by seeing the uniform of the company which is same for all starting from MD to floor level workers. The company has 2 different cafeterias at different places one near the plant for workers and other near the administrative building. Though the place is different, the amenities, infrastructure and the food provided are of same quality. In short the company stands by the rule employee Equality.

The company has one registered trade union and the relationship between the union and the management is very cordial. The company has not lost a single man day due to strike. The company is not a pay master in that industry. The compensation policy of that company, when compared to other similar companies, is very less still the employees don't have many grievance due to the other benefits provided by the company. But the company is facing countable number of problems in supplying the materials in recent past days. Problems like quality issues, mismatch in packing materials (placing material A in box of material B) incorrect labelling of material, not dispatching the material on time etc.

The management views the case as there are loop holes in the system of various department to solve the issue. When the HR manager, goes through the issues he realized that the issues are not relating to system but it relates to the employees. When investigated he came to know that the reason behind the casual approach by employees in work is –

- The company hired new employees for higher level post without considering the potential internal candidates.
- The newly hired employees are placed with higher packages than that of existing employees in the same cadre.

Questions –

- Q.1 Narrate the case with suitable title for the case. Justify your title. [5]
- Q.2 The points raise by the HR manager as reason for the latest issues in the organization is justifiable or not. Support your answer with HR related concepts. [9]

4M1038	Roll No. _____	Total No of Pages: 2
<p>4M1038</p> <p>M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019</p> <p>IT Mgmt.</p> <p>M-454 Multi – Media Management</p> <p>(Major – I)</p>		

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 Discuss the relevance and impact of Electronic Media in today's society. [14]
- Q.2 Critically examine the characteristics and role of TV as a medium of mass communication. [14]
- Q.3 Write short notes on :-
- (a) Audience Research [5]
 - (b) Copyright Law [4]
 - (c) Public and Media facility [5]
- Q.4 Elaborate the FCC regulatory policies for electronic and media management [14]
- Q.5 Elucidate the ethical issues in Media Management. [14]

Q.6 Examine critically the factors affecting the Electronic Media in Twenty first century. [14]

SECTION - B

Case Study

Q.7 (a) Will the new generation FM radios survive as entertainment channels for the youth? Discuss. [7]

(b) Examine the cyber laws and their effectiveness in the current scenario. [7]

4M1214

Roll No. _____

Total No of Pages: **2****4M1214****M.B.A. IV - Sem. (Main & Back) Exam., May - 2019****Marketing****M-420 Major-II Consumer Behavior & Market Research****Time: 3 Hours****Maximum Marks: 70****Min. Passing Marks: 28****Instructions to Candidates:**

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

- Q.1 (a) Discuss the scope and importance of consumer behaviour. [7]
- (b) Discuss the Howard-Sheth model of consumer decision making. [7]
- Q.2 What is meant by the term "Personality"? What does it mean that personality is unique to the individual? [14]
- Q.3 (a) What are reference groups? What is the importance of reference groups? [7]
- (b) Define Values, Norms & Sub Culture and their impact on Consumer Behaviour. [7]
- Q.4 Describe the factors that affect the diffusion rate for an innovation, how can these factors be utilized in developing marketing strategy? [14]

Q.5 "Marketing Research is undertaken to guide managers in the analysis of marketing problems". Critically examine this statement. [14]

Q.6 Write short notes on – [5+5+4=14]

- (a) Multi-Dimensional Scaling
- (b) Sampling
- (c) International Marketing Research

SECTION - B

Case Study

Q.7 You are the manager of highly sought brand of apparel that offers a complete range of highly priced but good quality trendy wears for both boys & girls. [7+7=14]

- (a) Describe how an understanding of consumer behaviour would be useful for you in deciding your-
 - (i) Segmentation Strategy
 - (ii) New product Introduction
 - (iii) Promotion Strategy
 - (b) What aspects of consumer behaviour would be most relevant for you to study and why?
-

4M1222	Roll No. _____	Total No of Pages: 2
<p>4M1222</p> <p>M.B.A. IV - Sem. (Main & Back) Exam., May-June 2019</p> <p>M-430 Employment Laws</p> <p>(Major - II)</p>		

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL _____

2. NIL _____

SECTION - A

- Q.1 Trade Union is an instrument of Industrial Democracy. Discuss [14]
- Q.2 (a) Trace the history of Labour Movement in India. [7]
- (b) Discuss the main provisions of Labour Laws in Indian constitution. [7]
- Q.3 (a) "No claim for compensation shall be entertained by commissioner unless notice of the accident has been given in proper manner". Explain with reference to Workmen's Compensation Act. [7]
- (b) What do you mean by 'fringe benefits' given to employees? [7]

- Q.4 (a) Discuss major authorities under the Industrial Dispute Act for settlement of industrial dispute. [7]
- (b) Discuss main provisions of Payment of Gratuity Act, 1972. [7]
- Q.5 Write short notes on the following : [3.5×4=14]
- (a) Provisions of Standing Orders Act, 1946
- (b) Employees Provident Fund
- (c) Provisions related to payment of compensation
- (d) Equal Remuneration Act
- Q.6 (a) "With all the drawbacks" a well regulated piece wage system is undoubtedly superior to the Time Wage System. Discuss. [7]
- (b) Discuss the benefits of Maturity Benefit Act, 1961 [7]

SECTION - B

Case Study

- Q.7 "The ESI Act, 1948 makes first attempt to introduce in India, an integrated system of health, maternity and accident insurance". Comment.

How are the provisions different from Workmen's Compensation Act, 1923? [14]

4M1211	Roll No. _____	Total No of Pages: 2
<p>4M1211</p> <p>M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019</p> <p>Finance</p> <p>M-410 Financial Derivatives</p> <p>(Major – II)</p>		

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL _____

2. NIL _____

SECTION - A

- Q.1 (a) "Derivatives are considered as risk management tools used by organizations /investors / individuals"- Comment. [7]
- (b) Explain about the trading mechanism of derivatives in India. [7]
- Q.2 What do you understand by options & options market? Explain its significance in financial market. [4+5+5=14]
- Q.3 Write a short note on –
- (a) Butterfly Spread [3]
 - (b) Call Bull Spread [3]
 - (c) Put Bear Spread [4]
 - (d) Straps [4]

Q.4 What do you understand by clearing and settlement? Write a note on role of clearing house with special emphasis upon 'delivery mechanism' in future market. [6+8=14]

Q.5 Discuss the concept of swap. What are the characteristics of swap contract? Explain the types of swaps in detail. [4+5+5=14]

Q.6 (a) Discuss briefly the cost of carry model for future pricing in case of perfect market & imperfect market. [7]

(b) Explain Marking to the Market. [7]

SECTION - B

Case Study

Q.7 Consider the following data and calculate the value of call option as per Black Scholes model. [14]

- Stock Price = Rs.50
- Month to Expiration = 3 Months
- Risk free rate of interest = 10% p.a.
- Standard Deviation of Stock = 40%
- Exercise Price = Rs.55
- Option Type = European Call

4M1220

Roll No. _____

Total No of Pages: 2

4M1220
M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019
Marketing
M-426 Customer Relationship Management
(Major – II)

Time: 3 Hours

Maximum Marks: 70
 Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

- Q.1 “Customer Relationship Management is a continuous process”. Explain. [14]
- Q.2 Explain CRM Gartner’s Competency Model. Give suitable examples. [14]
- Q.3 (a) Explain Data Mining. Discuss its tools & techniques. [7]
- (b) Explain e – CRM and its technologies. [7]
- Q.4 What is Sales Force Automation? Explain technological aspects of sales force automation and data synchronization. [14]

Q.5 Write notes on –

(a) B2B CRM [7]

(b) B2C CRM [7]

Q.6 Explain the impact of CRM on marketing channels. [14]

SECTION - B

Case Study

Q.7 Explain the concept & process of CRM in Gig Economy. Give relevant practical examples. [14]

4M1238

Roll No. _____

Total No of Pages: 2

4M1238

M.B.A. IV - Sem. (Main / Back) Exam., May - June 2019

IT Management

M-454 Multi – Media-Media Management

(Major – II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections **A** & **B**. Section **A** contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section **B** contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal marks**.

1. NIL _____2. NIL _____**SECTION - A**

Q.1 Describe multimedia management in detail. Explain the need of multimedia management in present scenario. [14]

Q.2 Explain the FCC policy for the following (any two) - [14]

- (a) Broadcasting of television and radio
- (b) Cable and satellite
- (c) Content regulation and indecency

Q.3 Write short notes on - [14]

- (a) Personal management of multimedia resource
- (b) Public and media facility

- Q.4 Discuss the forces affecting the electronic media management and role of electronic multimedia in twenty first century. [14]
- Q.5 What do you mean by multimedia market? Explain briefly the importance of audience research and analysis to understand the multimedia market. [14]
- Q.6 Discuss the ethical issues in media management and its implementation. [14]

SECTION - B

Case Study

- Q.7 Setting up Media Company is not a simple task, as media industry is consistently changing. Discuss all the important factors in setting up a Media Company in terms of the following : [14]
- (a) The importance of the media market
 - (b) The importance of rating
 - (c) The market structure criteria
 - (d) The types of market structure
-

4M1237

Roll No. _____

Total No of Pages: 2

4M1237

M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019

IT Mgmt.

M-453 Enterprise Resource Planning
(Major – II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections **A** & **B**. Section **A** contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section **B** contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal** marks.

1. NIL2. NIL**SECTION - A**

- Q.1 Discuss the issues to be considered in planning. Design and Implementation of cross – functional integrated ERP systems. [14]
- Q.2 Explain the following with suitable examples wherever necessary:
- (a) Material management module of an ERP system (components). [7]
- (b) Business Process Management techniques. [7]
- Q.3 Explain with neat diagram the different phases of the ERP implementation life Cycle. [14]
- Q.4 What are the factors that are critical for the success and failure of the ERP implementation? Discuss. [14]

Q.5 Write detailed notes on the following:

[7+7=14]

- (a) Future trends of ERP systems
- (b) ERP Add – Ons

Q.6 Discuss the major players in ERP market in India. Also discuss the various challenges faced by these players in the market place. [14]

SECTION - B

Case Study

Q.7 You have been appointed as CIO in a University and you know that to compete and become a place for education excellence in this global environment, a cross – functional integrated system is required.

Write a proposal to the Board of Management of the University highlighting the reasons of deploying such a system in the University. [14]

Roll No. _____

Total No of Pages: 2

4M1225

4M1225**M.B.A. IV - Sem. (Main & Back) Exam., May–June 2019****M-433 (Major-II) International Human****Resource Management****Time: 3 Hours****Maximum Marks: 70****Min. Passing Marks: 28****Instructions to Candidates:**

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

- Q.1 What are the challenges that HR professionals encounter in retaining, developing and retrenching staff both in the parent country as well as in the host country? [14]
- Q.2 (a) What are the emerging issues of international human resource management? [7]
(b) State the obstacles of international staffing in detail. [7]
- Q.3 The use of expatriates is increasing due to increased globalization, and they are essential to global international business. But what are the functions of expatriates? Which of these functions extend the control of the headquarters or of the subsidiaries? [14]
- Q.4 MNEs are often forced to deal with staffing issues when opening new subsidiaries abroad. Describe the main characteristics of the ethnocentric, polycentric and geocentric approach to staffing and what are the advantages and disadvantages of each of these approaches. [14]

- Q.5 What are the factors crucial to performance management for expatriate managers in long – term foreign assignments? How do these factors differ from those in domestic assignments? [14]
- Q.6 A Human Resources manager working for a multinational company would be expected to have a much broader knowledge of employment related matters compared with a counter part in a domestic company. What types of knowledge would you expect an international HR Manager to have? List and explain five items that you think are most important in this regard. [14]

SECTION - B

Case Study

- Q.7 A Singapore SME relocates an engineer from Singapore to China. As HR manager it is your job to determine the compensation components this engineer will receive. Describe the two methods you would use and the advantages and disadvantages of each. What is your preferred remuneration method for this assignment? [14]
-

4M1236

Roll No. _____

Total No of Pages: 2

4M1236

M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019

IT Mgmt.

M-452 Security and Cyber Law
(Major – II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections **A** & **B**. Section **A** contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section **B** contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal marks**.

1. NIL2. NIL**SECTION - A**

- Q.1 Discuss the fundamentals of computer system and cyber forensic. [14]
- Q.2 Write a short note on **any two** of the following - [7+7=14]
- (a) Virtual connectivity
- (b) Cryptography
- (c) Intellectual property infringement
- (d) Digital contracts
- Q.3 Why we need the firewalls? Give its detailed planning, types & design. [14]
- Q.4 Explain the Security Issues in Internet Protocol with examples. [14]
- Q.5 (a) Explain the various forms of cyber-crimes? Explain with examples. [7]
- (b) Explain the various offences & punishments on cyber-crimes. [7]
- Q.6 Explain the basics of copyrights. [14]

SECTION - B

Case Study

Q.7 XYZ E.Com Ltd. is establishing an E – Commerce platform to enable business to customer (B2C) process – on – line. This platform will offer safe integrated supply process by e – linking suppliers, customers & bankers/ payment gateways. The company proposes to keep the system 24×7 working over internet. All concerned will be first registered with the databases of the company. All the data shall be stored across servers on internet based cloud environment in a secured manner.

Read the above carefully & answer the following –

- (a) If the employees of the company are allowed to use personal devices such as laptop, smart phones, tablets etc. to connect and access the data, what could be the security risks involved? Classify & elaborate such risks. [7]
- (b) What are the advantages of using cloud computing environment? [7]

4M1223

Roll No. _____

Total No of Pages: 2

4M1223

M.B.A. IV - Sem. (Main / Back) Exam., May- June 2019

HRM

M-431 Performance Management & Retention Strategies
(Major - II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections **A** & **B**. Section **A** contains **6** questions out of which the candidate is required to attempt any **4** questions. Section **B** contains short case study / application based question which is compulsory.
- (iii) All questions carry **equal** marks.

1. NIL _____2. NIL _____**SECTION - A**

- Q.1 Describe the concept and perspective of performance management. [14]
- Q.2 Write short notes on :
- (a) 360 degree feedback [7]
- (b) Potential Appraisal [7]
- Q.3 Discuss the goal setting procedure. Explain how organizational goals can be achieved if linked with individual and team goals. [7+7=14]
- Q.4 What is Competency Mapping? "Competency is linked to performance planning". Do you agree? [7+7=14]

Q.5 What is performance appraisal? Enlist the objectives and importance of performance appraisal. [4+10=14]

Q.6 Discuss the significance of rewards in performance management. Can reward contribute for enhancing performance of employees? [7+7=14]

SECTION - B

Case Study

Q.7 Vikram is employed as operations manager in a telecom company. This company offers both basic and cellular telecom services. Vikram is incharge of technical operations for Delhi circle. Over one hundred employees in the category of technicians and supervisors report to him. It means his job involves not only ensuring availability of bandwidth and its maintenance but also managing these employees to produce best of the results. You are invited as competency manager.

- (i) To map competency profile of Vikram and [7]
 - (ii) Match his competency profile with competency model of operations manager job. [7]
- Discuss how do you go about it.

4M1212

Roll No. _____

Total No of Pages: 2

4M1212
M.B.A. IV - Sem. (Main / Back) Exam., May-June 2019
Finance
M-411 Banking & Insurance
(Major – II)

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

- Q.1 Give a brief overview of Indian Banking system along with suitable examples. [14]
- Q.2 Define the term “Insurance”? Explain the features, concept of process of insurance in detail. [14]
- Q.3 Explain in brief :- [7+7=14]
- (a) IRDA
- (b) Challenges of e-banking
- Q.4 (a) “Detail Banking role is very significant in the present era”. Explain. [7]
- (b) Explain the nature, scope, future strategies of core banking solutions. [7]

- Q.5 (a) Describe the concept of ECGC. [7]
- (b) What is the role of privatization in Insurance industry? How it effects this sector? [7]
- Q.6 (a) Explain monetary policy in detail. [7]
- (b) Describe various types of Life Insurance products. [7]

SECTION - B

Case Study

- Q.7 Mr. Robert purchased a policy on the name of his grandfather whose age was 65 years by the time purchasing policy, by showing 50 years. The policy holder died after nine months from the date of commencement, insurance company rejected the claim and supported by the public grievance. Find out the principals and provisions involved in this case to reject the claim. [14]
-

4M1215

Roll No. _____

Total No of Pages: 2**4M1215****M.B.A. IV - Sem. (Main & Back) Exam., May - 2019****M-421 (Major – II) Marketing of Services****Time: 3 Hours****Maximum Marks: 70****Min. Passing Marks: 28*****Instructions to Candidates:***

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION - A**

Q.1 How would you evaluate the growth of service sector marketing v/s goods marketing? [14]

Q.2 Service sector marketing faces vast reality problems -- justify your answer with examples. [14]

Q.3 Develop a new service concept with the segmentation, targeting and positioning process elements. [14]

- Q.4 Tourism plays a important role in nations economy. What strategies would you suggest for the growth of tourism service marketing? [14]
- Q.5 Explain the steps in building a service blue print. Explain its application. [14]
- Q.6 Explain the SERVEQUAL attributes with special reference to education institution. [14]

SECTION - B

Case Study

- Q.7 Amusement theme parks have been forced to follow several competitive strategies to pull the customers and generate revenue – critically discuss the statement. [14]
-

4M1235	Roll No. _____	Total No of Pages: 2
<p>4M1235</p> <p>M.B.A. IV - Sem. (Main & Back) Exam., May-June 2019</p> <p>M-451 E-Business</p> <p>(Major-II)</p>		

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 Discuss in detail about the categories of E-business. How E-business is useful for organization? [6+8=14]
- Q.2 Write brief history of the Internet. What are the current policies of E-business? [7+7=14]
- Q.3 What are the uses of electronic markets? Discuss future of electronic markets. Describe about any one company which is involved in electronic market. Elaborate its functions. [4+4+4+2=14]
- Q.4 Discuss business implications of EDI. Write significance of EDI in Indian companies. [7+7=14]
- Q.5 Write short note on- [7+7=14]
- (a) Information and knowledge
 - (b) Positivity of IS/IT.

Q.6 How 'Consumer' Business which is Internet based is useful for present scenario? Discuss Advantages of Internet based 'consumer' businesses with suitable example. [14]

SECTION - B

Case Study

Q.7 You are a manager of Indian electronic company and you would like to take entry into global market. How would you develop your electronic market? [7+7=14]

- (a) How local business becomes global?
 - (b) How you will secure your business?
-